

Leicester City Diplomas

The Advanced Diploma in Creative & Media Arts



Brief Course Description

The Diploma in Creative and Media allows you to learn valuable skills in different situations. You'll learn about the key themes in creativity and how to think and work creatively. This includes seeing a project through from start to finish, identifying an audience and their needs and learning about the business side of the creative and media industries. At the Advanced level you can follow a more specialist pathway. These Pathways in Art and Design, Media, Music and Performing Arts will ground you in the skills, knowledge and understanding you need to progress into a specialist related career. Students studying on these Diplomas will learn how to think, question, explore, create and communicate. Students will master the processes common to all creative processes.

You should consider this course if you would like:

- An alternative to an A level programme
- A large qualification with a variety of units
- A course with practical and theoretical applications
- A broad understanding of the Creative and Media Arts industry
- A good progression route to higher level courses, including degrees
- A course supported by industry and Higher Education
- A course with good employment prospects
- Experience of Further Education
- A significant amount of work experience

The Advanced Diploma in Creative and Media Arts is equivalent to 3.5 GCE A levels.

What will I learn?

There are four areas of learning to experience in this qualification:

Principal Learning

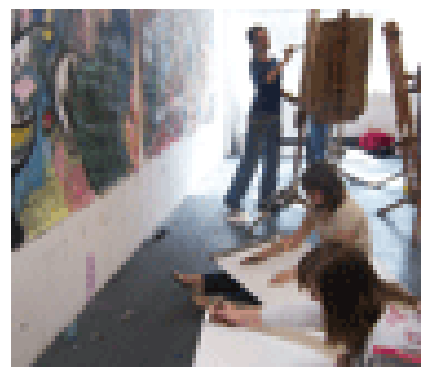
The core of the principal learning relates to teaching you and helping you to further develop your skills, knowledge and understanding in a related specialist area of study from within Art & Design, Media and the Performance Arts. You will develop a growing awareness of your surroundings and how this can affect what you create. In addition, the principal learning will encourage you to think and work creatively, giving you the practical skills to bring your ideas to life.

The Project

All students will complete a project, usually in the second year of study, to demonstrate the skills and knowledge that you have acquired. Students can choose their own project which may use an individual or group approach – you decide.

Additional/Specialist Learning

You will be asked to choose an additional qualification from a wide range of options that broaden or further deepen your specialist learning. For example, a qualification in Dance, Radio Production, Music Technology, Computer Games Development or Photography. It all depends on your interests and qualifications.



Generic Learning

All students need to achieve a minimum level 2 standard in English, maths and ICT. These subjects, if not already achieved, can be studied as part of this Diploma. In addition, all students are encouraged to develop their Personal, learning and thinking skills. These include, teamwork, self-management, learning to express yourself with confidence and being creative.

Where will I learn?

Most of your time will be spent utilising specialist facilities at the school or college. You will also be expected to take part in creative projects elsewhere in the school or College, the Community and further afield, possibly abroad – even on tour. There will, of course, also be homework tasks and appropriate 10 day work experience placement.

How will I be taught?

In the main, you will learn by doing. Sometimes working in groups, sometimes pairs and sometimes individually, you will be given a **brief** with a task. With the support and guidance of the teacher, you will see each brief through from your initial ideas to finished products.

How will I be assessed?

There are Six Units of work in the Principal Learning part of the course. Four of these are graded by your teachers, who will give you marks for the **process** of working, the **products** you make and the **reflection** you do. The remaining pieces are assessed by the exam board. One of these is an evaluation that you complete as an online exam. The other is a research project. There are separate assessments for, the Project, Generic and Additional Specialist Learning.

What can I do after this course?

Most people who complete this course will choose to further develop their related skills through either studying at University or seeking related employment in the Arts industry. However, a Creative and Media Diploma does not mean you have to pursue a career in this sector. The Diploma gives students relevant transferable skills that will be welcomed by universities and employers in many other sectors.

Employer Links

Links have been developed with a wide range of Arts professionals, companies and venues – refer to the school or college for their related Advanced Diploma pathway for further details.

Entry Requirements/Skills Needed

It is expected that you will have a minimum of **5 GCSE or equivalent qualifications in at least three different subjects at grades A*-C**. This will need to include a GCSE in English Language grade C or above.

Some previous specialist experience may be required – refer to the school or college for their Diploma Course leaflet.

You do need to be creative and enthusiastic. You have to be sort of person who can see a project through from start to finish. Above all else, you must be able to work reliably and productively both individually and as a member of a team.